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# THE QUILL

*A Journalists' Journal*

**SIGMA DELTA CHI**  
*Professional Journalistic Fraternity*

Editorial Practices of a Metropolitan Daily  
In the Service of the Nation and the News  
Circulation via the Editorial Department  
With Sigma Delta Chi Afield  
Ancient China Versus Modern Journalism  
Pick-ups from the Newspaper Profession

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# THE QUILL

OF SIGMA DELTA CHI

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## Editorial Practices of a Metropolitan Daily

By FRED A. CHAPPELL

Assistant Managing Editor, The Chicago Daily News



ANY newspaper, unless it is ambitious to be classed with the invertebrate, confesses to a policy; but sometimes a policy, too definitely expressed, assumes, like an adventitious growth, a disproportionate influence over the life of the institution and has something of a deterrent effect on its natural development. An ideal is frequently better pursued if it is not too narrowly defined. Exactness and precision are highly to be desired in scientific research, but a newspaper, being an organism with something akin to a soul, belongs not to the rigid, eternal mathematical order of the scientist, but to an order that is, or ought to be, invisible, supple and untrammelled.

The Chicago Daily News has a policy, but it is a policy which is interwoven in the very texture of the establishment, an ideal which in the course of the years has filled it to the saturation point, and not something added and external, to be tripped over in the halls or read on the bulletin board. Like the English constitution, it is unwritten, or rather, let us say, it is written all over the place. It is not often consciously spoken of, nor is the novice drilled in its precepts by appointed sergeants. He feels the spirit of it creeping into his blood, until it becomes a part of his own nature, and, ceasing to be a mere policy, takes on the aspect of a moral code or law of conduct.

Concrete examples of this policy will readily occur to those who have had occasion to trace the progress of The Daily News over any period of time. In its early days it

inaugurated the policy of absolute truthfulness in sworn statements of circulation, of the utmost accuracy and complete impartiality in the presentation of the news, of unswerving adherence to the highest ethical standards in its editorial expressions, of uncompromising opposition to every form of vice, graft, and political crookedness, and, underlying all, a steadfast ideal of unselfish service both to the nation and to the immediate community in which it is published.

In all these spheres of daily activity, policy and practice coincide. No ideal worthy of the name, of course, is altogether attainable, for on realization it would cease to be an ideal, but in so far as is humanly possible, The Daily News does not differentiate between the purpose which animates it and the issue of that purpose in actual performance. And that is why, as has been said, it does not frame a hard and fast set

### A Study of Newspapers

Firm in the belief that The Quill can best serve its readers by affording them a means of becoming better acquainted with the newspapers of the nation and the principles and practices that govern those newspapers, the editor has planned a series of articles written by newspaper men about their own newspapers. Although general enough in their scope to be of interest and of value to all members of the newspaper profession, these articles will furnish a sort of survey of individual publications so that when various numbers of The Quill are assembled, subscribers will have a careful analysis and accurate picturization of every important newspaper in America.

Through the courtesy and kindness of Mr. Victor F. Lawson, editor of The Chicago Daily News, and certain members of his staff, The Quill offers in this issue the initial articles of this general program. The next of the series will appear in October.

of rules to check liberty of action within the bounds set by the lessons of experience.

With reference to honesty and fairness in its news columns, it has demonstrated that such a policy wins generous recognition on every side, even on the part of those who do not always agree with its editorial convictions. It is generally conceded that a newspaper is entitled to its individual views upon matters pertaining to public welfare so long as the reader is given full opportunity to form his own opinions through an impartial and adequate display of the facts.

The policy of The Daily News is to print all the news

worth printing, subject to inevitable space limitations and the conflicting claims on the space allotted. While it must necessarily in the last resort depend upon the ripened judgment of its staff in evaluating news, it nevertheless bears constantly in mind the legitimate rights of the reading public to a knowledge of every happening which has real significance in the history of the times, regardless of any individual prejudice. Much that passes for news is of such ephemeral character, or has so little relation to the needs and desires of the public that it may well be discarded to make room for more worthy matter. There are accidents and crimes, for example, which are of interest only to a very limited number of persons or to the morbidly inclined. These are best taken care of by the local authorities within whose jurisdiction they occur, and no good is served by recounting them to an indifferent public. It is manifest that in a metropolis like Chicago no newspaper is able to afford space for the innumerable minor mishaps encountered daily by some of its teeming population, and so it is only the startling or unusual which achieves publicity.

It is in the matter of dealing with crime that the newspaper is most open to criticism. It is frequently urged that the baser instincts of mankind are stirred to activity by the recital of deeds of violence and that readers of newspapers would be better off if they were left in ignorance of the acts of lawlessness which take place around them.

In a Utopian community, it is true, the suppression of the details of such sporadic and infrequent outbreaks of crime as might occur in even the best-regulated city, would undoubtedly be for the benefit of the many. The authorities could be depended upon to deal adequately with the situation without troubling the body of the people. But unfortunately in a great municipality of the present day the effectiveness of police action in discouraging, preventing and punishing crime is too intimately dependent upon a constant public criticism and interest in the suppression of the criminal and the administration of justice to make it either advisable or safe to deprive the citizen of the information which enables him to pass judgment on the execution of the law.

It is the policy of The Daily News to print the details of crimes when by so doing the community may be aroused to take a rational interest in the acts of its degenerate and unregenerate members and to exert its influence in legislative and other ways for the discouragement of criminals and the better protection of law-abiding people. It is not the policy of The Daily News to exploit the particulars of petty or sordid misdeeds of the criminally-inclined, which grow stale and unutterably wearisome from constant repetition, but when the so-called "bandits" of the modern city, armed with rifles, range its streets in swiftly moving automobiles, robbing banks, killing and wounding inoffensive persons and "shooting it out" with squads of police, a situation is created, apart from all considerations of a dramatic character, that calls for moral and physical participation

on the part of all able-bodied citizens, who ought to be put in complete possession of the facts that they may take an intelligent and effective part in suppressing a standing menace to civilized life.

And similarly, when, as frequently happens, ill-regulated youth, warped and distorted in character by the vicious tendencies of the age, over-steps all restrictions, and is guilty of misdeeds which amaze and horrify the world, the great newspaper cannot ignore its obligation to inform the public fully of the evil which threatens the new generation and to join in earnest and vigorous co-operation with all right-thinking individuals to point out the remedy for it.

It is the practice of The Daily News to present news in the general order of its importance and interest in the minds of sane and intelligent people. An erroneous opinion has long been prevalent that the average person cares only for the bizarre, the sensational and the trivial. Never has there been a greater mistake in judging the attitude and inclination of the newspaper reading public. Through repeated experience The Daily News has demonstrated beyond possibility of doubt that such a story as that of the discovery and dismantling of Tutankhamen's tomb in distant Egypt is more enthralling to both young and old than any tale of fiction, and that such a story as that of Collins' long agony and death in his Kentucky cave and the heroic but futile attempt to effect his release stirs the passionate sympathy of Americans as no tragedy of the imagination could hope to do. Nor is the public as bored as some are inclined to believe by the account of events taking place in some distant theater of action. In an isolated community matters of local interest loom large in the minds of residents, and they are of primary importance also to those who dwell in great cities, where improvement and transportation and a myriad other problems vitally affect the comfort and happiness of the citizens. But in a metropolis like Chicago the conversation of people is quite as likely to be upon the excavations at Carthage or the MacMillan arctic expedition as upon the latest bootlegging sensation. The newspaper and the radio have broadened the outlook of young and old and their influence has penetrated to the small towns and farms, which are coming to demand more of their news dispensing agencies than the mere recital of commonplace incidents and accidents which contented more primitive generations.

A study of the first page, or of any news page of The Daily News from day to day and from week to week, will furnish a revelation in the progressive evolution of the modern newspaper. Many years ago Chicago newspapers were mainly concerned in detailing local happenings, and, except when some story of international interest "broke," telegraph news and foreign news in large part found its destination in the waste basket. Now, however, local news must likewise prove its title clear before it wins the front page. A story of scientific or national interest, or a crisis in far-off Japan or China or in some

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# In the Service of the Nation and the News

By CHARLES H. DENNIS

Managing Editor, The Chicago Daily News

**T**HOSE who are old enough to engage in that mental exercise are invited to go back in memory to the time immediately preceding the Spanish-American war and recall the quality of the foreign news then published in the newspapers of this country. Practically all of it was furnished by press associations which gathered it from London newspapers or procured it direct from Reuter's, the British news agency. Such special dispatches from Europe as appeared in the New York Herald or other American newspapers were negligible, being mere thin trickles of political comment or gossip of sublimated social events. For Europe and the other continents beyond the oceans appeared to self-centered Americans as so much unimportant territory cumbering the planet, territory effectively walled out by the tariff and by this country's traditional determination not to meddle in other people's affairs. Indeed, Americans rather prided themselves on not knowing much about the doings of dwellers in distant lands.

Then came the year 1898 and the war with Spain. The American people, despite their amazing unpreparedness for hostilities, suddenly found themselves in possession of Porto Rico, lying far out in the Atlantic, and of the Philippines, deeply embedded in the far east, of the very existence of which important and populous islands they previously had been scarcely aware. Clearly the American policy of isolation had broken down. The nation had become a world power almost over night, with rich and remote insular outposts in both hemispheres. The policies in war and peace of distant countries no longer could be ignored. Neither would it suffice for Americans to be content with reports of those policies received at second hand from British or other foreign sources. Whether they realized it or not, it had become essential that they should have their news of the world from trained American observers who could interpret it in terms of American interest. News colored by foreign prejudices to accord with foreign interests could not be accepted as a safe basis on which to form American opinions.

To the proprietor and editor of The Chicago Daily News, Mr. Victor F. Lawson, these facts were immediately apparent. At once he set about the task of creating an All-American world-wide foreign news service. In this notable enterprise he was a true pioneer. In the succeeding years he blazed trails and established contacts that brought about a revolution in American methods of gathering news in foreign lands. The press associations soon followed his example, substituting American correspondents for the Reuter and Havas services upon which they formerly had mainly relied.

This supremacy was made manifest at the outbreak of the world war and during the entire period of that gigantic convulsion. In the dreadful days of doubt and apprehension preceding Germany's declaration of hostilities correspondents of The Daily News in the various

European capitals recorded almost hour by hour the startling developments there. Two of its correspondents met the German forces as they advanced across the Belgian frontier. Others followed in the wake of the invaders. No other newspaper of any country was so well equipped in those early weeks of the fighting to make known to the world the progress across Belgium of the Kaiser's gray swarms and their steady

advance to the Marne. The adventures and vicissitudes of its correspondents in the war zone amid the turmoil of that frantic time would fill a volume. Its offices in Berlin, Paris, and London were not only centers of war intelligence, but rescue stations as well for thousands of stranded Americans. Experienced members of its staff who had served it for years in the leading capitals of Europe were the best interpreters of the activities of ministries and of war strategists. The Berlin correspondent, for example, was the first to tell the astonished world of the great German mortars that smashed the Belgian forts and thus to unravel the mystery of the ineffectiveness of those boasted strongholds. Instantly upon that revelation the character of the war was changed to a struggle in trenches, a struggle that placed no reliance upon the famous fortresses of France. Throughout the war years The

## In Foreign Fields

Few writers there are who have not glanced with covetous eyes toward those outposts of journalism—news gathering posts of foreign lands—hoping that some time the hand of fortune might touch their shoulders and bid them go, as others have gone.

But all is not "milk and honey" with foreign correspondents, according to Mr. Charles H. Dennis, managing editor of The Chicago Daily News, who, in the accompanying article, pictures the foreign news gathering organization of this publication, a newspaper that pioneered in establishing correspondents abroad.

Courage to carry on in face of death—diplomacy to ease the strain of international misunderstanding—high ideals to hold them unswervingly to the truth—these are but a few of the prime requisites essential for newspaper men who would become foreign correspondents.

Daily News, with its thirty correspondents in the various zones of conflict, maintained its leadership in the foreign field. In an address delivered near the end of the war at a dinner given in London by a large number of representative men to the London correspondent of The Daily News in recognition of his brilliant war services, James Keeley, a journalist of wide experience, said:

"Twenty years ago Mr. Lawson began the expensive task of teaching his community the geography and politics of distant parts of the earth. He was the pioneer in planting his correspondents wherever he suspected that a news item might grow. When the war began Mr. Lawson's foresight was justified. His harvest was at hand. His force of experienced and seasoned correspondents was mobilized, ready and equipped for their firing line. He was prepared as was no other American newspaper man. His men knew the spheres of operations and the souls and hearts of the lands in which they worked. They gave The Daily News a service so superior that it won the admiration of newspaper men from the Atlantic to the Pacific. It was not unappreciated in other lands. I have seen a correspondent in Chicago, armed with a pot of paste and shears, and the last edition of The Daily News, preparing for publication in a London newspaper stories of affairs which were happening across the Straits of Dover."

It is true that such great exclusive cable stories as the mobilization of the wild tribes of Russia's Asiatic possessions for war against Germany, the defeat of the Saxon army at the gates of Warsaw when it had almost captured that city, the overthrow and confused retreat across the Albanian mountains of the shattered Serbian forces, the landing of the Anzacs on Gallipoli, to mention no others, were cabled back from Chicago after their publication in The Daily News to leading newspapers of Europe, notably the London Times. In equal measure, interviews obtained by its correspondents on the great issues of the war with Sir Edward Grey, British secretary for foreign affairs, with Lord Haldane on his pre-war negotiations with Germany, and with high placed officials of Germany and France were copied by newspapers all over the world.

It has been the aim of The Daily News steadily to avoid sensationalizing its foreign correspondence, but to make it consistently reliable, striking in its originality and distinguished in its quality. Men of character,

insight and enterprise have been sought to serve as its correspondents and have been encouraged to undertake notable things. A little while before the opening of the peace conference in Paris and a few weeks after the armistice an American federal official went to London. In administrative and journalistic circles there he repeatedly asked the question: "Who is the leading American correspondent in London?" The answer was uniformly: "Edward Price Bell of The Chicago Daily News." He then went to Paris, where he made similar inquiries regarding the identity of the leading American correspondent in that city. With equal unanimity the reply to his question was: "Paul Scott Mowrer of The Chicago Daily News." These able correspondents and their associates of The Daily News Foreign Service have continued to perform striking feats of news gathering up to the present time. Not only did Mr. Bell receive the formal thanks of the president of the United States for his services in promoting a better international understanding between this country and European nations with which it was associated in the war, but at a later time, when the Kemalists through anxious months were thwarting the arrangements of the allies in the near east, The Daily News correspondent at Constantinople, Constantine Brown, was able to give such valuable assistance to the official representatives of the American government that the state department felt called upon to warmly express its gratitude to The Daily News and Mr. Brown. These instances are by no means unique. Indeed, they are mentioned here because they are typical of the many and material services that American

correspondents in foreign countries perform for their government and their fellow countrymen. If one were free to relate the facts of correspondents' coöperation with American diplomatic representatives in their official capacity and the effects wrought with the aid of those unofficial representatives of the American people, it would be made clearly apparent that a world-wide news service employing trained journalists of high quality has a value to the nation far beyond that which appears in their published dispatches, important as these may be.

In recent months achievements such as the exposure by Frederick A. Mackenzie of the ruthless exile system of the Russian soviet government, the trip of Paul Scott Mowrer through the country of Moroccan robber tribes to the land of the warring Riffs and his interview with

## From the Beginning

Sigma Delta Chi's fourth convention was to have been held at the University of Iowa in 1915. "The fraternity is broke," wired Treasurer Bob Lowry from Texas. "We can't have a convention." "Borrow the money!" wired Felix Church, secretary, from Detroit. Then several chapters paid 1914 dues, and Lowry declared the convention "on" again. But it was never held. Why?

The complete story of Sigma Delta Chi's early struggles is told in the history of the fraternity, to which the next Quill is to be devoted. It is a story of ideas and ideals, of amusing incidents in the fraternity's life, of the hopes and sacrifices of the men who brought Sigma Delta Chi from swaddling clothes to lusty, promising youth.

You'll read, among other things, of the fraternity's first national honorary president—elected to his office in 1912, made a member of Sigma Delta Chi four years later! You'll read of the slow process of professionalization of the fraternity; of the efforts of Laurence Sloan, first national president, and of Roger Steffan and Lee White and Ward Neff. You'll get an insight into what the growth of Sigma Delta Chi means, a view of the development of its aims.

The History of Sigma Delta Chi is compiled by Mitchell V. Charnley, Washington '21. It will appear

IN THE AUGUST QUILL

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# Circulation via the Editorial Department

By C. V. MERRILL

Circulation Promotion Manager, The Chicago Daily News

**T**HE vast majority of the people in the world read practically nothing of their own free will except daily newspapers. This may perhaps seem to some to be a very deplorable situation, but it is a fact. The evidence is to be found in the overwhelming number of daily newspapers sold, as compared with any other form of reading matter. Popular magazines, weekly, semi-monthly, monthly and so on, rank second, but in the United States there are, according to careful and reliable estimate, more than 55,000,000 daily newspapers sold each day, as against a daily sale of less than 2,000,000 other periodical publications.

The merits of this daily newspaper habit with which the public, and particularly the American public, is inoculated, it is not for a newspaper man to argue. It gives the daily newspaper its great opportunity, greater year by year, and it also places upon the newspaper's shoulders a very real responsibility. The success of any newspaper depends in large manner upon the way its management answers the question which must begin any analysis of the problems of publication—"Why do people read?" There is no doubt that every reader reads his newspaper, as he reads any publication, for one, two or all of the following three reasons: (1) for information; (2) for entertainment; (3) for education. So the paper that succeeds in offering its readers the happiest combination of means to these ends is the paper that will succeed to the fullest extent. The problem of arriving at that happiest combination is not, I need scarcely mention, a simple one.

In the present discussion we are not interested in analyzing the problems of furnishing the reader his information, pure and simple, consisting largely of what is known as news. Any newspaper which has a policy of presenting news accurately, interestingly, completely and without undue bias, and at the same time is fortunate enough to have the will and the ability, intellectual and financial, to adhere to that policy, is well on the road to success in its news departments. The more difficult and delicate problem lies in the task of furnishing entertainment and education through the columns of a publication

which, to meet with any real and lasting success, must appeal to all types of human nature, human experience and human beings. So in this article we shall confine ourselves to a consideration of how a newspaper shall best satisfy the needs of its readers in the matter of entertainment and education.

The simple and probably logical theory of success in any line of commercial endeavor is to "give the people what they want." Most successful newspapers apply, or try to apply, this rule in selecting their special features intended to amuse or instruct; The Chicago Daily News is no exception here. The particular individuality of a newspaper lies in its solution of the question of what it really is, after all, that the people want.

It goes without saying that, in order to satisfy the greatest number of people, which is the goal of all great independent metropolitan newspapers, it is necessary to focus attention on the hypothetical average reader, and to present reading matter which will be of particular interest to him.

Now there are successful newspapers that picture the average reader as a man or a woman of rather inferior tastes, and it is true that there is a growing tendency among newspaper publishers to provide rather cheap entertainment in their pages. Their serial stories lean toward melodrama and sex, their special feature articles incline more and more to deal with the flashy,

gaudy aspects of society and politics, their humorous sections become more and more Rabelaisian, the very form of their headlines is calculated to excite the mind of the reader. These publishers feel that their hand is on the public pulse and that this sort of thing is what the public of today wants and that (bless them!) they shall have it. And the circulations of these papers are, when their management is sound, growing at an enviable rate just now.

The Chicago Daily News, among other long established and reasonably successful newspapers, has a higher opinion of the hypothetical average reader than apparently is held by most of its fellows of the craft, although it cannot be denied that the general spirit of today in the United States is one of unusual unrest and uncertainty.

## Getting Circulation

Ever since the Stone Age, when newspaper publishers chiseled their stories on pieces of limestone, there has existed the keenest of rivalry between the three major departments of a publication, editorial, business, and circulation. It must be conceded, however, that a poorly edited paper, one that fails to give the people what they want, must suffer in circulation, and no amount of effort on the part of the circulation manager will add to the paper's list of readers.

In the accompanying article, Mr. C. V. Merrill, circulation promotion manager for The Chicago Daily News, explains what type of editorial matter is of greatest help in the circulation department. Even newspaper editors who rate the circulation department as little more than a bookkeeping organization dependent solely on the effort of the editorial department, will do well to turn an attentive ear to the advice of one who is responsible for keeping The Daily News circulation well over the 400,000 mark.

Old accepted standards of conduct are being rapidly undermined and new ones set up with equal rapidity. The policy of *The Daily News* demonstrates clearly its confidence, however, in the inherent stability and worth of the average American. It believes thoroughly that the new standards which society is giving birth to, with some pangs, to be sure, are better standards, more workable and more conducive to the greatest good for the greatest number—intellectually, physically, spiritually and socially—and that the new average reader who will emerge from the struggle will be a bigger and better man, with more steadfast purpose and a finer discrimination—in other words, more of a *Chicago Daily News* reader than ever. It is with no trepidation, therefore, that *The Daily News* maintains its steadfast practice of providing through its columns features of sound, wholesome entertainment, of broad general interest and of substantial educational value. A newspaper half a century old and still growing in size and vigor is too much of a personality to change its character to meet the temporary whims of social evolution, without opening itself to the charge of insincerity and fickleness, two grievous journalistic faults to which no publication can yield and long endure.

What sorts of newspaper features, then, does *The Chicago Daily News* believe the average reader, with his sound, wholesome tastes, really want? We are discussing, remember, only the articles printed for entertainment or education, or (more astutely) for both. Let us take entertainment first. The most universally popular form of printed entertainment is, of course, the story. So no issue of *The Chicago Daily News* appears without a variety of good stories, from little fifty-line anecdotes up through complete short stories to the piece de resistance, the current daily installment of a first-rate novel, the selection of which is made the object of extremely careful study and consideration on the part of the whole management, from the publisher, Mr. Victor F. Lawson, down through the ranks.

There are three properties inherent in a serial story as concerns its success in a newspaper way—first its popular appeal, second the name of its writer, and third the degree in which it is advertised. To be a successful feature, then, the story must, of course, be one which those who read it will enjoy; that is self-evident. Now in order to be read by enough people to make it a success, the story must either be the product of a well and widely known writer and be advertised enough to put this simple fact before the public, or, if the author is not well known, the story must be sufficiently well and widely advertised to sell it on its own merits. A serial story cannot be expected to be a complete success from the point of view of the circulation manager, if it is read and enjoyed only by the regular readers of the paper.

*The Chicago Daily News* has had particular success with three distinct general types of serial story—first, the sort of highly imaginative, somewhat historical, romance such as is typified by Rafael Sabatini's "sword

and cloak" novels. The charm of these yarns seems to lie rather in the very imaginativeness and unreality of them than in the literary skill of the author. Our average newspaper reader gets pretty well fed up on the realities of life in his daily occupation and enjoys the opportunity, when the children are shelved for the night, of lying back in his old easy chair and losing himself in a romantic environment as far removed as possible from the commonplace routine of his workaday life. In the Sabatini stories we have both the value of a good author's name and the value of a good story as well, so the circulation department's publicity dollar yields a good return in reader interest.

A second variety of story with which we have had success is the good old "mystery story," although its vogue is not so great as it has been in the past; perhaps it has been overworked. The difficulty of determining the relative value of the mystery story lies in the fact that in our use of it there has usually been involved the added complication of a contest in solving the mystery, cash prizes being awarded for the best solutions prior to the publication of the author's own solution. The mystery story most recently published, however, "Darkened Windows," did not involve a prize contest, and yet showed a gratifying circulation reaction. In the case of mystery stories two interesting points stand out. They are most popular in rural districts; they do not seem to need the aid of a noted author's name as much as other types of tale.

The third sort of story which has proved successful in the eyes of the circulation department finds its popularity largely among the younger generation. Our two examples are "Rose of the World," by Kathleen Norris, and "So Big," by Edna Ferber. These take for their plot the lives of wholesome young people of today confronted with the serious problems presented by the growing complexity of present social conditions. The young people who read these stories love to fit themselves into the pictures depicted, because the hopes and aspirations of the people in these novels are identical with those of the young men and women who are facing life from not far inside the threshold. There is much of real worth to be accomplished by popularizing one of the good modern novels, and fortunate is the newspaper which can lay hands on just the right sort. I am sure, for example, that a great many more people read "So Big," in *The Chicago Daily News* than read it in book form. In these days when so many of our most gifted writers are yielding to the temptation of writing smart and meretricious stories, presenting an unfair and untrue picture of modern life, cleverly drawn as those pictures may be, the novel which is not less clever and interesting and is also wholesome and truthful should be in great demand by substantial and progressive newspapers.

The problem of selecting the right serial story, though not simple, is really easier than that of selecting the non-fictional features that add their part to a well-balanced newspaper, because there is less variation in tastes in fiction than in the other features. If we print a series



of articles on Woodrow Wilson, we offend or ignore those of our readers who did not believe in Wilson. If we feature a series of expert and informative articles on the Spanish campaign in Morocco, many of our readers yawn and murmur, "Didn't know there was a war in Morocco." If we devote space of inestimable value to the practice of war in the Pacific we irritate the pacifists.

So it becomes necessary to diversify our general feature stories enough so that at all times there is plenty of reading matter of absorbing interest to all types of readers. And some of our best features it does not really pay to advertise widely, because most of the people who are interested in them are already our readers. Many a newspaper makes the serious mistake of blowing its horn in an ear already attuned to that paper's slightest whisper. The features that are most worth talking about are those which are most widely different from the usual run of features appearing in that paper, provided always that you are not going to antagonize more old readers than you interest new.

Descriptions of actual adventure and romance are pretty sure to attract favorable attention. Some of the most popular of those recently published in *The Daily News* are: "The Wrangell Island Expedition," a tale of polar achievement and suffering hardly equalled in the history of the Arctic; "Achievements of the Pennsylvania State Police," a collection of true stories of the work of that efficient and indomitable band which has won world-wide reputation for law enforcement; memoirs of the three well known modern Arctic explorers, Karl Rasmussen, Roald Amundsen and Donald McMillan; "The Morocco Campaign," the fascinating adventures of our own correspondent in the Riff, that hotly contested area over which Spain and the Moroccan chieftains have been battling; "Outwitting Prohibition," the adventures of a staff reporter on the flag ship of one of the Atlantic coast rum fleets.

Competent and authoritative discussions of absorbing local or personal problems are perhaps next in general appeal, such as "Crime and the Civic Cancer—Graft," by Judge M. L. McKinley of the Chicago judiciary, a frank and complete exposure of politico-criminal activities in Chicago; "The School Platoon System," an analysis of the problems that face the schools of Chicago, with definite suggestions for their solution; "How Successful Men Succeed," by Roger Babson, a discussion of the success of many prominent Americans, with an an-

alysis giving the reader a valuable personal application; "The Truth About Taxes," a series explaining in interesting detail the why, where and wherefore of the taxation in America and the steps which must be taken to bring about an abatement of the evil; "The Right Job," a valuable series of suggestions on fitting your employment to your qualifications.

Presentations of the life and habits of prominent persons, living or recently living, are always good bets, especially when given by personal friends or associates of the people thus dissected. Examples of *Daily News* features along this line are: "The True Story of Woodrow Wilson," by David Lawrence; "The Personal Letters of Roosevelt and Lodge," "In the White House with Theodore Roosevelt," by Major Archie Butt.

It is necessary often to address your attention frankly to a certain limited group of readers, after weighing with infinite care the value to the newspaper of the reader in-

terest to be gained. It goes without saying that a paper is never justified in publishing articles with a class appeal when it is possible to substitute articles of equal or almost equal quality but with a general appeal. For example, the Columbia Home Study Courses commanded a great deal of favorable attention and study, even though their appeal was actually limited to a relatively small proportion of the Chicago public. Nevertheless, they were so valuable to the group interested that their publication was very much worth while. At the present time,

*The Daily News* is publishing a series of articles of great interest and value to school teachers and parents of pupils. We devote a great deal of space to news of interest almost exclusively to women, probably a relatively larger amount of space devoted to women than appears in almost any other daily newspaper. We feel amply repaid for this by the substantial home circulation of the paper. The growing ranks of radio enthusiasts come in for their share of special attention. *The Daily News* prints a daily radio department and a comprehensive Saturday radio section, backing up this service by owning and operating a high powered radio broadcasting station, WMAQ, whose programs are maintained at a high level of artistic and educational excellence.

Special attention must, of course, be given to the interests of a great many other classes of readers, a very careful proportion being maintained between the extent of the public interest and the amount of space used. Every

### Attention---Quill Correspondents

There are three distinct types of editorial matter carried in *The Quill* to which Quill correspondents of the various active and alumni chapters are expected to contribute regularly.

First—The major articles which can take the form of interviews with prominent newspaper men, reports of speeches or lectures by professional newspaper men or members of the journalism faculty, or surveys of newspaper activities and practices in the community in which the correspondent resides. These should run from 1,000 to 2,000 words.

Second—The items carried under the general heading, "With Sigma Delta Chi Afield." Every correspondent should send in at least a page report on the activities of the alumni of his chapter for each issue.

Third—The straight news stories on chapter activities. These must be written in newspaper style, inasmuch as they will be carried in the Sigma Delta Chi News in the center spread.

Chapter ratings in the national competition can be affected to a great extent by the activities of Quill correspondents. Be alert—keep your name and the name of your chapter ever before Quill readers by contributing to all three types of editorial matter regularly.

(Continued on Page Twenty)

# Ancient China Versus Modern Journalism

By ROSWELL S. BRITTON

Acting Director of Journalism, Peking University

**T**EACHING journalism in Peking is a fascinating venture. China has something like eight hundred native-language dailies, of which approximately six are real newspapers. The Chinese press has grown like a mushroom. The oldest vernacular paper, in Shanghai, recently celebrated its fiftieth birthday with an imposing anniversary special, a huge book. That paper is the shining exception. Taking all the Chinese papers together, the average age is between one and two years.

Shanghai has the best papers, and Peking the worst. Here, blackmail competes with subsidy, and both eclipse advertising and subscription returns. Each loud-speaking propagandist club, including every political clique, controls a daily mouthpiece. Even the singsong girls go in for publication. In Peking they control five tabloid dailies and one "news" agency for self-glorification.

It has become a sort of proverb, among foreign residents as well as the Chinese, that a newspaper or a news agency cannot exist without subsidy. But it is not true, even in Peking. The real newspapers in China are few, but there are some. The fact that they survive against such odds is the promise for a future public press in China. But now the subsidy regime prevails. And by way of conscience balm, many half-reluctant employees of subsidized sheets keep alive the tradition that subsidy is legitimate newspaper revenue in China.

The Chinese reading public itself would be the first to say that the Chinese press is bad. A daily paper is a new thing here, and most Chinese are still conservative and distrustful of sudden innovation, in spite of the noisy young agitators who would change everything overnight. And there is little or no effort to cultivate public news interest for its own sake. Most dailies, as well as many other periodicals, being organs of self-promoting propagandist groups, are published to suit the publishers and not to suit the public. Good journalism, what there is of it, conflicts more or less with the ancient Chinese standards of scholarship and good writing, beside which American academic standards are a joke.

The nub of the matter is the lack of men who know fundamental newspaper practice and at the same time know how to reach the Chinese public. The stage is wide open for a Chinese John Walters or Charles A. Dana or Adolph Ochs. With a competent editor and staff, an independent paper can prosper in spite of the subsidized publications. The thing is to get trained newspaper men and women, who at the same time have not lost contact with China and Chinese everyday interests. This, unfortunately, rules out many of the returned students who have studied in America and other countries.

That is the reason for a school of journalism in China. The job is not to start publications, of which there are already too many of the wrong kind. The job is to train honest students for real newspaper work on the minority of good newspapers.

If Peking has the sorriest papers in China, it would seem to follow that Peking is the worst place to set up a school of journalism. But that is only another of China's paradoxes. Chinese students from everywhere come to Peking for university work. Of our first journalism students, one woman and eight men, three came from clear outside of China—Manchuria, Macao, and Sumatra—and the rest came from points including and between

## Journalism in China

Although it can trace history far back into the dark ages of long ago, China, that great, awkward land of the Orient, need look back but a few years to the time when it had no newspapers. The oldest paper in China was established but fifty years ago, and the average age of Chinese newspapers is but one or two years, says Mr. Roswell S. Britton in the accompanying article. Mr. Britton was graduated from Columbia in 1923, having been a member of the Sigma Delta Chi Chapter at that university.

And in these early stages of development, Chinese newspapers are showing distinct signs of becoming solely money-making organs, in the opinion of Mr. Britton. Blackmail and subsidy prevail in the majority of newspaper offices, even overshadowing the returns from advertising and subscriptions.

It is with the aim of elevating the newspaper profession above this mercenary plane that Peking University is striving to establish a complete course in journalism.

the two districts of Canton and Tientsin.

In starting a journalism department at Peking University, or Yen Ching University, as it is coming to be known, we run against the old public contempt for the daily press which the public nevertheless reads, and also the old bogey of literary scholarship versus newspaperese. And both these antagonisms are more aggravated here now than they were in America ten or fifteen years ago.

Giving students the familiar principles of American or British news treatment is the simple part of the work, and unfortunately it is the smallest part. The difficulty is with the principles that are unfamiliar alike to us and to the students—the probable distinctive principles of news treatment in future Chinese journalism. There is no reason to believe that the eventual Chinese press will be a transplanted British or American or French press. News interests and reading habits here are totally dif-



ferent, the cultural background is different, the channels of public opinion are different. The language is of course totally different. It is clumsy for the compositor and almost equally clumsy for news writing, but uniquely suited to editorials and display heads.

Chinese language study naturally is a first duty for a foreign instructor in China. I was born in Shanghai and brought up in an inland city, and speak the Soochow dialect naturally. It happens to be a non-Mandarin dialect, and therefore not a part of the new Modern Chinese, a simplified Mandarin, which seems about to become the newspaper language of China. My language study job is little easier than a newcomer's.

Financing the projected school of journalism is, as in any new undertaking, also a job. Nobody has left a legacy to endow it. The department has started on a shoestring, with some donations and a small income in return for correspondence work. But the financial program is as big as the initial means are small. The endowment objective is a million Chinese dollars, or about \$500,000 in United States gold. The idea is not to start a drive and spend a lot of cash for promotion expense. The endowment fund will be opened this year with whatever money can be scraped up in excess of necessary current expenses. There are plenty of persons of means who are interested in journalism in China. And if this school of journalism in Peking is in fact a worthwhile project, some of those persons no doubt will contribute towards it.

Aside from the endowment, \$10,000 gold is required for a printing shop, and about \$100,000 gold for the journalism building and a proportionate share in dormitories and staff residences. This layout is based on estimates for an annual journalism student body of fifty, or about twenty juniors, twenty seniors, and ten post-graduates.

Since the department, like a free-lance, has to keep itself fed while working at its job, each unit of teaching is organized with a view to partial if not total self-support, in emulation of this university's leather tanning department, which is totally self-supporting. The idea of combining profit with training, however, serves something perhaps more important than the expense account—to implant a conviction that news work can be made profitable independently of propagandism and subsidy. Advertising, which has been little cultivated by the Chinese, therefore becomes an important course.

A little news feature service which the department has been issuing for five months is beginning to return a small profit. Most of the stories are assigned as class work, and selected on a competitive basis. Propagandist "news" agencies abound in China, selling their hand-outs cheap. Even foreign governments, at least two of them, control such agencies here. Nevertheless, and partly because of this, there is a ready demand for any news service, however small, which issues unprejudiced, uncolored news.

Newspaper morgues are virtually non-existent in

China, and the department started one at once on the assumption that an indexed file of clippings is essential in news work anywhere. The file was begun with clippings from English-language papers, or which there are nineteen (dailies) in China, not counting the four in the British city Hongkong. Chinese clippings must be filed under English index. The Asiatic languages do not admit indexing simple enough for a morgue.

Textbooks suited to Chinese journalism seem unlikely to be available until the Chinese press has become more stabilized. When the department was opened, there were three journalism books in the university library. Thirty have been added, American and British as well as the eight books on journalism in the Chinese language.

As for the actual teaching, our basic course is a class in news reporting. The plan is to have a rounded-out list of courses, including references and clippings, a bit of newspaper history and law, advertising, circulation management and printing, editing, news associations and syndicates, features, photo news, and editorials. The students tend, like the Chinese editors, to editorialize rather than to tell the straight news. Mechanical aspects of good printing and effective make-up are little cultivated, though printing is cheap in China. If printing were more costly there might be fewer and correspondingly better papers.

Postgraduate research work is an alluring field, and we have two postgraduate students now doing something in this line, although it is an anomaly for a new department to start off with graduate work. But real postgraduate journalism can come after a few years, when some of our undergraduates return after getting a little practical experience.

### Coast Papers Organize

In order to consider problems affecting newspapers of the Pacific Coast jointly, publications of this section have formed what is known as the Pacific Slope Newspaper Conference, an organization made up at the present time of the state newspaper associations of Washington, Idaho and Oregon. Eventually other Rocky Mountain newspaper associations will be included.

The initial meeting of the organization was held at Portland, Ore., in April, Hal E. Hoss, president of the Oregon State Editorial Association, being elected president, and Fred W. Kennedy of Seattle, manager of the Washington Press Association, secretary.

Coöperation of all publishers of the coast is the aim of the new organization which will meet annually for a discussion of problems of mutual interest to publishers. Recommendations made at the first meeting called for the adoption of uniform advertising rates, a liberal exchange of rate cards, a closer relationship with advertising agencies, and the removal of the differential between political and other transient advertising rates. The conference adopted as a definite objective the conservation of western forests.

# Sigma Delta Chi News

Volume 1

DETROIT, MICHIGAN, MAY, 1925

Number 1

## PROPOSED AMENDMENT IS VOTED DOWN

### MANY ROASTED ON 'GRIDIRON'

"Open Season" Is Declared on Members of Faculty and Prominent Officials

Comes now the open season on university officials, members of the faculty, prominent students and others who might well be considered the elite of college life—and active members of Sigma Delta Chi with pens as their weapons of offense and their Gridiron banquets as the hunting grounds are proving themselves good marksmen.

Following in the footsteps of those illustrious writers stationed in the nation's capital where the daddy of all Gridiron banquets is an annual ray of sunshine in the drab monotony of official life, undergraduates of the fraternity are bringing fame unto themselves with their college Gridiron banquets.

#### Receive Questionnaire

Some interesting bits of literature have been drifting into the Sigma Delta Chi News headquarters, and certainly none is more interesting than the questionnaire from the "Chef" of Indiana Chapter. In addition to slipping the "Chef" \$1.98, the applicant had to answer certain questions, approximately fifty in number. The following examples have been picked at random from the questionnaire: How and where did Plato like his eggs? What would you think of the missionary profession as a life work? Do you believe that Heaven will protect the working girls? Have you been vaccinated for the inferiority complex?

Missouri Chapter held its Gridiron banquet Friday, April 3, and received many compliments from those in attendance for the high tone of the program. Missouri states they were helped by the pamphlet published by the Colorado Chapter and that though this year's banquet merely "broke even," financially, they expect to make money next year.

Ticket scalpers were reported by the Colorado Chapter, which gave its Gridiron feast Tuesday, May 5. Judging from the program, there were probably other kinds of scalpers present during the evening, for campus city and state figures were "rusted" on the floor.

Don't Fall Down

### Iowa Journalists Entertained By Drake Chapter

Sixty-five delegates from fifteen colleges and universities were entertained by Drake Chapter at the Iowa State College Press Convention held at Des Moines April 10 and 11.

A dance, interesting programs and other forms of entertainment were scheduled. Dean H. F. Harrington of Medill School, Northwestern University, was the chief speaker. At the election of officers for the year 1925-26, Drake Chapter was honored by the election of M. Hill Lakin to the position of vice-president.

Other activities that have been sponsored by the Drake Chapter include the issuance of Editorial Service Bulletins, bi-weekly, one-thousand-word pamphlets sent to 400 weekly newspapers in Iowa. This service by the Drake Chapter has been highly commended by newspaper editors throughout the state.

On Tuesday, April 21, Drake Chapter sponsored a lecture by Clayton Hamilton, prominent dramatic critic. Mr. Hamilton spoke at the chapel exercises in the morning and at a special Drake Chapter meeting in the afternoon.

### FRATERNITY MEET

#### TO ATTRACT MANY

Walter R. Humphrey, for three years an officer in the Colorado chapter, has been named chairman of the committee in charge of the Eleventh Annual Convention of Sigma Delta Chi, to be held at Boulder, Colorado, November 16-18.

When president at Colorado, Humphrey attended the Minneapolis convention in 1923. During the past year he has served his chapter as secretary, and was responsible for the compilation of the Gridiron Banquet History, presented at last fall's meeting at Indiana. He was responsible, two years ago, for the founding of the Rocky Mountain Intercollegiate Press, an organization serving the high school publications of nine western states.

### START BUREAU IN SEPTEMBER

Sigma Delta Chi Employment Department to Be Opened for Members' Use

Prospects are that Sigma Delta Chi's employment bureau, protected these many years, will be in actual operation by September 1.

The first headquarters probably will be in Detroit, and Executive Councilor Robert Tarr (who has left the Greensburg, Pennsylvania, Review for a journalistic position with the Burroughs Adding Machine Company in Detroit) probably will tackle the important job of putting the bureau on its feet. Detroit is particularly strong in national officers and alumni of Sigma Delta Chi, and Tarr has been promised plenty of co-operation.

The bureau will operate just like a private organization, except that it will place only members of Sigma Delta Chi. It will join hands with similar bureaus conducted by schools and departments of journalism throughout the country. Its first step will be to solicit names of members of the fraternity who wish jobs, or better jobs, and on the other hand to conduct an energetic advertising campaign among managing editors and publishers of newspapers, so that when they wish to fill vacancies they will automatically think of the Sigma Delta Chi employment bureau.

#### Anticipate Revenue

While the bureau will be self supporting, its fees will probably be about one-third of what a commercial agency would charge. National officers who have gone deeply into the situation believe that even at a nominal fee, the bureau, through efficient management, will yield enough to help finance a full-time executive secretary for the fraternity. This will be possible only through 100 per cent co-operation on the part of members of the fraternity, who will be asked to notify the bureau of all prospective vacancies in journalistic positions. The bureau intends to familiarize itself thoroughly with the qualifications of each of its clients, and will take care to send to a given job only a man who is fitted by experience and preference to make

### Illinois Chapter Awards Medal For Scholarship

In order to encourage high scholarship among students registered in Journalism at the University of Illinois, Illinois Chapter has inaugurated a plan whereby the freshman pre-journalism student making the best scholastic record will receive a gold medal. This medal was awarded in April to Stewart S. Howe, '26.

The first issue of the Illini Journalist, which is sponsored and financed by the Illinois Chapter and edited by a committee of its members, appeared April 6. The paper, which will be published two or three times during the school year, will be distributed to Sigma Delta Chi alumni. The Illinois Chapter has also taken over the publication of The Siren, campus humorous publication.

An event that brought this group considerable fame was its Second Annual Axe Grinders' Ball, held January 16. Those invited to the affair, which, though given as a dance develops into a sort of gridiron session, were hauled to the scene of action in a gondola car rented from the traction company. The dance was broken up during intermissions by stunts in which guests were the victims.

### ACTIVE CHAPTERS

#### SELECT OFFICERS

New officers are now controlling the destiny of every chapter of Sigma Delta Chi as a result of elections held during the month of April.

Although a number of chapters have failed to report the outcome of their balloting, the Sigma Delta Chi News is in a position to announce the following results: California—George A. Pettitt, president; John V. Brereton, vice-president; Brenton L. Metzler, secretary; Herbert K. Priestley, treasurer; William D. Spencer, Quill correspondent.

Colorado—Charles E. Haines, president; S. Park Kinney, vice-president; John C. Polly, secretary; Clifford C. Keith, treasurer; Alfred E. Wall, Quill correspondent.

### PRESENT FEE IS SUSTAINED

Twenty-four Chapters Endorse Quill Endowment Plan Which Is Now in Operation

Signifying their approval of the Quill Endowment Life Subscription Plan, twenty-four chapters of Sigma Delta Chi voted "No" on the constitutional amendment proposed by the Oregon Chapter—an amendment that would reduce the fraternity membership fee from \$25 to \$15 and would make it optional with each member whether or not he should become a subscriber to The Quill after his membership subscription had expired.

The final vote stood: No. 24, Yes 11. Chapters that voted in favor of the Oregon Amendment were California, De Pauw, Indiana, Kansas University, Knox, Minnesota, Montana, Oregon University, Purdue, Illinois, and Toronto.

#### Oppose Amendment

Those voting against the amendment were Colorado, Columbia, Drake, Grinnell, Iowa State, Kansas State, Louisiana, Marquette, Missouri, North Dakota, North-western, Oklahoma, Oregon State, Texas, Washington University, and Western Reserve.

Chapters who signified their opposition to the amendment by not submitting their vote to the National Secretary, were Benedict previously been authorized, were Belmont, Iowa University, Michigan, Nebraska, Ohio State, Stanford, Washington State and Wisconsin.

Cornell and Pittsburgh, the remaining chapters, were not permitted a vote because of their suspension.

Excerpts from letters accompanying chapter votes are as follows: "At our weekly meeting today all present wanted the existing fee of \$25 retained at least until the Quill Endowment Fund receives a fair trial."

#### Pay Own Way

North Carolina—All but two of the chapters of Sigma Delta Chi are working their way through school, but they still find time to pay their own way.



...Tuesday, May 6. Judging from the program, there were probably other kinds of scalpers present during the evening. For campus, city and figures were "roasted" on the

#### Don Full Dress

North Dakota Chapter members donned their full dress attire and assembled at the Dacotha hotel for the fourth annual Gridiron banquet. "A good time was had by all."

Toasts and roasts flew thick and fast at Michigan, which celebrated its third annual Gridiron banquet. Joseph A. Bursley, dean of men, was the honored guest of the evening, receiving the one and only complimentary "epitaph." Donald Hamilton Haines, alumnus of the chapter and editor of the Michigan Alumnus, was author of the skit presented during the evening. Prof. Oscar J. Campbell received the "oil can because of certain verbose qualities." Lee A. White, of the Detroit News and former national president of Sigma Delta Chi, spoke on newspaper problems as related to public problems. Paul E. Watzel served as toastmaster and Paul Einstein was chairman in charge of affairs.

Oklahoma Chapter had a lively session at its Gridiron banquet, April 21, entertaining 300 guests, including prominent newspaper men and state officials. Members of the board of regents of the university were the honored guests. Among the prominent Oklahoma men who attended were Ed S. Vaughn, former international president of Lions club; George Short, state's attorney general; Luther Harrison, editorial writer for the Daily Oklahoman; William Martineau, editor of the Oklahoma Live Stock News, and Dr. J. S. Buchanan, president of the university. The Oklahoma Nightie, humorous publication issued annually on the night of the Gridiron banquet, proved a decided success.

#### Others Report

The only other chapters who reported Gridiron banquets to the Sigma Delta Chi News were Illinois and Iowa State. From all indications, these two chapters gave their guests a real treat. It was the eighth annual Gridiron banquet for Illinois. Other chapters, no doubt, held Gridiron banquets but failed to report them.

Thus passeth the Gridiron season—and a mighty successful one it was for Sigma Delta Chi.

### TORONTO CHAPTER IS SPONSORING COURSE

A highly commendable program of activity is being inaugurated by Toronto Chapter, according to a letter received from C. F. Bannerman, recently elected chapter president.

Co-operating with the University Extension Department, the Toronto chapter has been conducting a special course in journalism, obtaining lectures from local newspapers to lead the class work. The average attendance at the lectures was 105 of which number approximately fifty per cent were women undergraduates. The purpose of this special course is to emphasize the need for a complete journalism course in the University of Toronto and to influence university authorities to establish such instruction.

Toronto Chapter is also holding monthly luncheon meetings. A recent meeting saw the editor of Marketing, a trade journal, as the principal speaker.

#### Plans Under Way

Plans for the convention are already under way in an effort to make the Boulder convention surpass all previous sessions. Built on the side of a mountain and in sight of Long's Peak and the ever white Arapahoe glaciers, Boulder is recognized as one of the most ideal convention spots the fraternity could have selected.

A feature of the program will be a banquet in the mountains at University Camp, eighteen miles from Boulder provided the roads are passable. Boulder's scenic location is expected to attract one of the largest crowds ever in attendance at a Sigma Delta Chi convention. Boulder is situated thirty miles north of Denver and the student enrollment of 2500 at the University of Colorado forms one-eighth of the city's population.

### MANY STUDENTS WORK ON CITY NEWSPAPERS

Few chapters of Sigma Delta Chi have as many of their members actively engaged in professional newspaper work as does the Columbia Chapter. Eleven members of this chapter are doing work on daily newspapers of New York City, positions ranging from cub reporter up to U. S. correspondent for the Australian Press Association. Other members of the Columbia Chapter hold the highest publication offices on the campus.

Chapter activities at Columbia during the past few months included obtaining two interviews for The Quill, publishing the Columbia Journalist, acting as host to Columbia chapter of Theta Sigma Phi at a luncheon, arranging for the formation of a Sigma Delta Chi Alumni Association in New York, collaborating with the faculty and Columbia Alumni Chapter in arranging an annual dinner and dance in honor of the senior class of the school of journalism, and rehearsing two playlets to be presented at the combined smoker, entertainment and dance sponsored by the chapter.

#### "LADIES' NIGHT" OBSERVED

"Ladies' Night" for Sigma Delta Chi alumni of Chicago, which event has become an established late-winter custom, proved to be exactly what the name implies when the session was celebrated March 12. Theta Sigma Phi, women's professional journalistic fraternity, outnumbered their hosts two to one—but it was a grand occasion, anyway, everyone admitted.

Talks were given by members of both Sigma Delta Chi and Theta Sigma Phi. A singing act from "Student Prince," playing at a Chicago theater, was a special attraction. Plans for a Theta Sigma Phi-Sigma Delta Chi employment bureau in Chicago were discussed.

#### INVITE STUDENTS TO KANSAS

With the announcement that the department of journalism at the University of Texas had been dropped from the school by the state administration, the Kansas University chapter of Sigma Delta Chi wrote a letter to the Texas chapter welcoming all members of the Texas department of journalism to the University of Kansas.

...The bureau intends to familiarize itself thoroughly with the qualifications of each of its clients. It is a way take care to send to a given job only a man who is fitted by experience and preference to make good at it.

There will be an announcement about the bureau, of general interest, shortly.

### HIGH SCHOOL BOOKS JUDGED BY CHAPTER

The third Oregon high school "Annuals" contest will be sponsored this year again by the Oregon State chapter. Two divisions have been made in the contest to classify schools of fewer than 350 students and those of larger enrollment. Silver loving cups will be given winners in each class, the school winning a cup three times in succession to become the permanent owner.

Seven judges experienced in publication work will select the winning annual on the percentage basis of originality, 25; make-up, 10; content, 25; printing, 10; engraving, 10; and cover, 5.

In the first contest 26 high schools entered books. In the second the number grew to 63 entries, an increase of 142 per cent. The quality of the books entered in the second contest was noticeably better than those of the first. This year competition is expected to be even keener than last due to the enthusiasm shown by delegates to the yearly Educational Exposition from 121 high schools of the state.

### STUDENTS ARE TAKEN ON INSPECTION TOUR

A journalism field trip to printing and engraving plants of Portland, Ore., was sponsored by Oregon State chapter of Sigma Delta Chi in the college spring vacation. A party of 30 industrial journalism students was shown how news of metropolitan papers is handled and set up for printing on the presses, and how the pictures are transmitted by engravers from the photograph to the metal cut for printing.

The party visited the Oregon Journal, the Portland News, and the Telegram plants in the morning. At noon in the Telegram plant luncheon was served the students and talks were given by L. R. Wheeler, Telegram publisher; N. J. Levinson, editorial writer and associate of Oregon State; O. C. Leiter, associate of U. of O. and managing editor of the Telegram; F. L. Snow, professor of industrial journalism and active member of Oregon State, and Elvin Hoy, president of Oregon State Chapter.

In the afternoon the James, Kerns & Abbott printing plant, the West Coast Engraving plant, the Hicks-Chatten Engraving plant and the Morning Oregonian were visited.

#### NORTH DAKOTA PLANS VAUDEVILLE

After three years of endeavor, North Dakota chapter has succeeded in gaining permission to stage an all-university vaudeville show. The production is known as the "Flickertail Follies" and consists of twelve acts chosen from a competition between campus organizations. The North Dakota chapter expects to net approximately \$500 from the show, which amount will be added to a fund being raised to purchase a press for the school of journalism.

...treasurer; William D. Spencer, Quill correspondent. Colorado—Charles E. Haines, president; S. Park Kinney, vice-president; John C. Polly, secretary; Clifford C. Keith, treasurer; Alfred E. Wall, Quill correspondent.

#### Keller Named

Columbia—Allan H. Keller, president; William Dwight, vice-president; Lawrence Goldberg, secretary; Leif Eld, treasurer; Lawrence H. Odell, Quill correspondent.

Drake—M. Hill Lakin, president; William A. Cesena, vice-president; Kenneth A. Colgan, secretary; Cliff Woodward, treasurer; James B. Keithley, Quill correspondent. Grinnell—Harry Lambly, president; W. G. Ray, vice-president; William Curtis Lamb, secretary; Loren Reid, treasurer. Illinois—W. R. Deuel, president; M. D. Sell, vice-president; C. G. Schwarz, secretary; M. A. Weston, treasurer; C. G. Schwarz, Quill correspondent.

Iowa State—Harold L. Harris, president; David G. Ainsworth, vice-president; Roland C. Ferguson, secretary; Clifford H. Wolfe, treasurer; Gail W. Churchill, Quill correspondent.

#### Elect Coons

Louisiana—Robbin Coons, president; Ben U. Ducas, vice-president; Nat M. Sheets, secretary and Quill correspondent; Alvin H. Meyer, treasurer.

Montana—Woodard Dutton, president; Jesse Lewellen, vice-president; Bernard Quesnel, secretary, treasurer and Quill correspondent.

Pittsburgh—Harry W. Sack, president; Donald S. Brown, vice-president; John Y. Dale, secretary; Hugh J. Grossland, treasurer; Donald S. Brown, Quill correspondent.

Purdue—L. A. Davies, president; C. M. Rhodes, vice-president; C. B. Libbert, secretary; C. G. Troxler, treasurer; P. W. Jones, Quill correspondent.

Texas—Howard C. Marshall, president; Stewart Harkrider, vice-president; Charles T. Banister, secretary; J. Gilbert McAllister, treasurer; Moulton Cobb, Quill correspondent.

### COLUMBIA MEMBERS GET SCHOLARSHIPS

Three members of the Columbia Chapter have been awarded Pulitzer Traveling Scholarships on the nomination of the faculty of the Pulitzer School of Journalism of Columbia University. The winners of the 1925 scholarships are William Chesley Worthington of Providence, R. I., Daniel R. Maue of Monticello, Minn., and Richmond B. Williams of Brooklyn, N. Y. One of the three alternates named by the faculty, Theodore M. Bernstein of New York, is also a member of the chapter.

The scholarships, three in number, are awarded annually in accordance with the will of Joseph Pulitzer, founder of the New York World, "to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe to study the social, political, and moral conditions of the people, and the character and principles of the European press."

All three winners of this year's scholarships have been active in the work of the chapter. Worthington is the retiring vice-president. In addition to maintaining excellence in his school work Williams is editor-in-chief of the Columbia Spectator, the University Daily. Maue, during his college course, has contributed to Current History and the New York World.

...ment Fund receives a fair trial. Pay Own Way North Dakota—All but two of the members are working their way through school, but they still found themselves able to pay the \$25 and were glad to do it.

Western Reserve—"This letter is to inform you that the Western Reserve chapter of Sigma Delta Chi today defeated the proposed amendment to the constitution, unanimously, on the grounds that by postponing the life subscription until a man is five years removed from school, the interests of the man may be turned from the fraternity and he will neglect his obligation of subscribing to the Quill for life." Missouri—"At our meeting March 24, the Missouri chapter of Sigma Delta Chi voted unanimously to reject the constitutional amendment proposed by the Oregon chapter. The chapter feels that the delegates to the convention were in much better position to judge the merits and demerits of the plan and is willing to give the plan the proposed trial for one year. However, the chapter feels that the present initiation fee is too high. We are very anxious to have the Quill on the highest possible plane but not if it is going to be a burden on the active chapters. We have lost two very good men this year because they could not afford the \$25 fee."

#### Favor Trial

Oklahoma—"Oklahoma chapter finally decided to vote against the proposed amendment after three weeks of consideration. We feel that the Quill should be taken care of; that the present plan is, at least, likely; and that the program as outlined by the national officers should have at least a year's trial."

Kansas State—"I wish to report that Kansas State voted down the proposed amendment, unanimously, and I have so reported to the Oregon chapter."

Louisiana—"The vote was unanimously opposed to adoption. The chapter voted to endorse and support the endowment plan now in use for at least one year, until the next convention."

Iowa State—"The spirit expressed was that the present plan should have a thorough trial as was pledged by the chapters at the convention, but that the proposal should have full discussion at the next convention."

### SUCCESSFUL YEAR IS REPORTED BY KANSAS

Bringing to a close what is said to be its most successful year, Kansas University Chapter points with pride to its success as publisher of the Sour Owl, University of Kansas humorous publication which was turned over to the Sigma Delta Chi chapter by the Owl Society, former publishers. Not only has the publication registered a decided success from an editorial standpoint but it has turned red figures on the balance sheet to black.

With this magazine serving as a sort of bond to hold the members together, Kansas University Chapter has taken on the semblance of a fraternity, a strong sentiment for the organization cementing the men together. Thirteen new members have been assigned duties during the year. All professors in the department of journalism are associate members of the chapter.

# THE QUILL

The Quill is published by The Service Press, 111 N. Walnut St., Champaign, Ill., in the months of January, March, May, August, October, and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities.

Official publication of Sigma Delta Chi, international professional journalistic fraternity, founded at DePauw University, April 17, 1909.

MARK L. HAAS  
Managing Editor

All editorial matter for The Quill must be mailed to the managing editor, Mark L. Haas, 2716 Rochester St., Detroit, Mich. Absolute deadline is the twenty-fifth of the month preceding the month of publication. All copy must be submitted gratis. The Quill welcomes editorial contributions from non-members of the fraternity as well as members.

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MAY, 1925

WITH the editorial axe of the publication board dangling threateningly above his head but with fires of determination seething in his breast, a new editor makes his bow with this issue.

To charge that he is presumptuous in assuming that he can improve the magazine with the limited funds available is acting wholly within reason. In fact, such charges are entirely justified and might bring waves of despair into this presumptuous one's heart were it not for the fact that he knows that round about him are hundreds of loyal supporters of Sigma Delta Chi, men who need but be "kindled" to develop them into veritable "flaming torches." He realizes all too well his own weaknesses, knows that his task would be a hopeless one were he forced to carry the burden alone. But in his mind's eye he sees a staff of assistants such as could never be assembled by the editor of any magazine, a staff of talented writers, two thousand strong, imbued with the highest of ideals, conversant with journalistic problems of the day, eager to apply themselves to the task of creating for their fraternity the highest type of professional publication ever produced.

Men of Sigma Delta Chi—you are all members of the editorial staff of The Quill. If there's a drop of loyal blood in your veins you will rally to the support of your magazine, not only contributing to its upkeep through your support as a life subscriber, but enhancing its editorial quality by submitting suggestions, or criticism and ever being on the lookout for articles that will strengthen its contents. Consider yourselves correspondents in the communities in which you live—chronicle, for The Quill, newspaper activities that merit the attention of the fraternity—report lectures of interest to those in the newspaper profession—make it your aim and ambition to place your own "by-line" in the pages of this—the potentially greatest even if not actually the greatest professional publication.

No editor could hope to make The Quill the sort of magazine it should be without such assistance as is here

solicited. And in the same tenor—no editor could fail to make The Quill what it should be if given such assistance.

So perhaps the editor who makes his debut with this issue is not so presumptuous, after all. Certainly he isn't in his own estimation, for, men, he is confident you will "come through."

WHAT Price Economy?" might well be the title to the drama enacted by Governor Miriam A. Ferguson of Texas when she vetoed the salary appropriation for the School of Journalism of the University of Texas, thus forcing the school to cease operation on June 1 of this year.

Not entering into a discussion of political economies, The Quill, representative of students of journalism, cannot help but feel that Mrs. Ferguson might well have turned her executive powers in a direction that would have had less effect on the potential strength of her great commonwealth. The teaching of journalism is peculiar unto itself, for in properly developing a journalist, a school is not only administering to the needs and wants of that particular individual, but it is indirectly administering to the masses—the potential readers of the individual's writings.

The governor of Texas cannot dispute the fact that the very life of her state, its progress and prosperity, depend to a large degree on the intelligent handling of the newspapers that influence the mental attitudes of her constituents and opponents. Surely in her own mind she could not countenance a revolution in the control of Texas newspapers from the educated to the uneducated class without experiencing a deep feeling of concern over the welfare of that state. And yet, in authorizing the cessation of instruction in journalism she is certainly taking a step that leads in this direction.

O Economy, what crimes are committed in thy name!

IT IS with considerable interest and yet, we must confess, with considerable amusement that we survey the experiments in "crime suppression" as conducted by the Des Moines (Iowa) Register, the Decatur (Illinois) Daily Review and the Fayetteville (North Carolina) Observer.

Varied in the extent to which they are suppressing crime news, these three newspapers have a common motive, namely to see what effect the total elimination, segregation or partial elimination of crime stories will have on the reading public.

The Des Moines Register chose to assemble its crime news on an inside page, classifying it in the same manner that sports or society is classified. The Decatur Daily Review carried its crime news in the lower left hand corner of the first page and over each column used for crime stories carried a box label head, "Crime." The Fayetteville Observer chose to run two weeks without a line of crime news.

We cannot concede that results from the experiment



as conducted by the Fayetteville Observer, which chose to eliminate entirely all crime news, could serve as any criterion whatsoever, inasmuch as this newspaper is the only daily published in Fayetteville and therefore would not feel the competition of a newspaper that carried the crime news it prohibited. However, it is interesting to note that in spite of this fact, demands from readers and advertisers forced the Observer to return to the old policy of printing crime news six days before the experiment was scheduled to end.

The Decatur Daily Review offers some interesting statistics gained from a close study of crime stories during a period of one week. Only 11.3 per cent of the telegraph news carried by The Review could be classified as crime news. When compared to the total amount of news carried (telegraph and local), the amount of crime news became almost negligible. And it must be remembered that during this period The Review did not eliminate crime news, it merely assembled and labelled it. Thus it can be seen that crime news formed a very small portion of the total—and what applies to the Review can well be applied to virtually every newspaper.

Experiments may come—experiments may go, but the fact will ever prevail that human lust, human passions, human greed, human covetousness are not to be controlled or influenced to any appreciable degree by hiding the role they play in modern life. It is difficult for us to believe that eliminating stories of theft from the newspapers is going to keep the hungry man from stealing a loaf of bread. And every criminal, regardless of the extent of his crime, is a "hungry" man, though his "hunger" may not be due to a lack of proper sustenance. We mortals "hunger" for many things besides food and "starve" for the lack of them.

The goal, then, is not so much an elimination of the news about these "hungry" men as it is an elimination of that "hunger." Pleasant as it would be, we cannot shut our eyes and say that "hunger" does not exist. We cannot emulate the ostrich and bury our heads in the sands though our eyes burn from seeing "hungry" men. Better it is that we sense the dangers that surround us, and, sensing them, better fit ourselves to ward them off.

This does not mean we shall jump recklessly into a lurid account of daily atrocities. Temperance is to be

commended in all things. But it does mean that we shall consider crime news sanely, impartially, ever exercising that greatest of all virtues—common sense. Crime is not to be cast aside as something repulsive, but it is to be considered as one of the problems of the day, a problem that merits the serious consideration of an open-minded editor and his reading public.

Newspapers that employ a splashing display of crime news to attract readers to their columns are to be condemned in no uncertain terms. But in the same vein, newspapers that eliminate the stories of crime from their columns solely with the aim of gaining sympathy and, therefore, an anticipated increase in their circulations certainly are in no position to "cast the first stone."

Let sanity rule and thank Heaven we have in our midst

newspaper editors strong enough to stand on their own, permitting neither the scream of the lust seeker nor the wail of the misguided reformer to swerve them from a sincere devotion to the right.

## Ain't It Tough?

When you go to write a story that you know will bring you fame,  
And you revel in the sport that's in the old newspaper game,  
Then you rustle through your pockets—and you've lost the victim's name,  
Ain't it tough?

When you miss a fellow once, although you never had before,  
That's the time the bird is sure to have some red hot news in store,  
Rival paper plays it heavy—and your boss is mighty sore,  
Ain't it tough?

When the deadline on your paper has been set at half past two,  
And at twenty minutes after, you unearth a murder clew,  
Deadline comes just as it's breaking—story isn't halfway through,  
Ain't it tough?

When you've got a date for dinner with the swellest girl you know,  
Made your reservation early, bought your tickets to a show,  
Then you get a night assignment that you simply cannot throw,  
Ain't it tough?

But for every grief encountered and for every bawling out,  
There are half a dozen pleasures that put all your gloom to rout,  
Why, I'd rather be reporting than be king—now there's no doubt,  
Though it's tough!!

where delightful lunches are spread out in the shadows of the woodland.

Yes, 'tis spring—and spring is lovetime. Who can deny it?

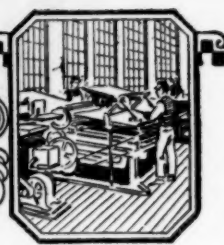
No one can deny it says Ward A. Neff, past national president of Sigma Delta Chi and prominent in all its activities—even unto its courtships. We haven't heard a great deal about the wedding, we haven't heard much about the bride, but we do know the past national president and can highly recommend him to a prominent position in the fraternity's division of benedicks.

In behalf of his host of friends in Sigma Delta Chi, the Quill takes this rather public though certainly not immodest means of extending sincere felicitations not only to the brother whom we hold so highly but also to the bride.

OUTSIDE the birds are twittering in the trees, happy to be back again from southern climes. Nature is decorating the barren plant life with greenery even as, at Yuletide we human things bedeck the Christmas tree. Mother Earth is welcoming back the tiny insects that delight in scampering about in the warm, invigorating sunshine. Happy picnickers make their way down well travelled highways to the open spaces



## WITH SIGMA DELTA CHI AFIELD



Wesley R. Curtis (Denver '24) is now graduate manager of publications at the University of Denver.

Walter M. Schwam (Louisiana) is head of the department of journalism at Centenary College and is sports correspondent for eleven southern dailies. Mr. Schwam was formerly sports editor of the Baton Rouge (La.) State-Times. While in the University of Louisiana he held the offices of secretary-treasurer and president of the Louisiana chapter of Sigma Delta Chi.

Paul R. Spencer (Denver) is completing the senior year of his college course at the University of Virginia.

George J. Peavey (Denver '24) is teaching at Crested Butte, Colo., devoting much of his time to town publicity work and sponsoring the high school paper.

Dorrance D. Roderick (Oklahoma) has joined with C. Armour Guy (Oklahoma) in the purchase of the Lubbock (Texas) Plains Journal. Roderick is serving as business manager and Guy as editor.

Chase S. Osborne, Jr., (Michigan '11) editor of the Fresno (Calif.) Republican, was one of thirty-one editors and publishers invited by Curtis D. Wilbur, secretary of the navy, to witness maneuvers designed to test the strength of the military defenses of the Hawaiian Islands. Mr. Osborn went on the U. S. S. Trenton, a high speed scout cruiser.

Llewellyn B. White (Kansas '23) is on the sport desk of the Kansas City Journal.

Raymond Dyer (Kansas '23) is with the Oklahoma City Oklahoman.

Russel Hugin (Kansas), formerly on the copy desk of the St. Joseph (Mo.) Gazette and Kansas City Kansan, is now on the copy desk of the Oklahoma City Oklahoman.

Glick Schultz (Kansas '23) is telegraph and city editor of the St. Joseph (Mo.) Gazette.

Camille H. Nohe (Kansas '22) continues as city editor of the Kansas City Kansan. Joseph S. Turner (Kansas '23) is sport editor. Claude M. Gray (Kansas '22) is on the copy desk.

Chester L. Shaw (Kansas '24), formerly on the copy desk of the Kansas City Post, is chief of the copy desk on the Kansas City Times.

Elmer W. Seifert (Kansas '23) is on the market desk of the Kansas City Star, and Conwell Carlson (Kansas '22) continues as a reporter on the Star.

Charles Greason (Kansas '23), until recently on the sport desk of the Kansas City Journal, has been covering the legislature at Jefferson City, Mo., for the Journal-Post.

Ted Olson (Kansas '24) is on the advertising staff of the Kansas City Kansan.

Arthur E. (Cap) Garvin (Kansas '22), formerly with the International News in Chicago, has accepted a position in the state oil inspector's office at Topeka, Kan.

Ray Runnion (Kansas '21), Walter Heren (Kansas '21) and Paul Flagg (Kansas '21) continue on the reportorial staff of the Kansas City Post.

R. G. Armstrong (Missouri '21) is convalescing from an appendicitis operation. He spent some time in the Methodist Hospital and writes that he is deeply appreciative of the flowers sent to him during his illness by members of the Des Moines Alumni Chapter.

Don Malin (Ames '19) had charge of the program and details of the annual Des Moines Inter-Fraternity Banquet which occurred April 20. Malin is President of the Inter-Fraternity organization.

James J. Wengert (Iowa '22) formerly Associate Manager of the Northwestern Banker and Underwriters Review, magazines published by the De Puy Publishing Company at Des Moines, has left for St. Louis, to become Associate Manager of the Mid-Continent Banker, another De Puy publication. In his new work he is assisting Don H. Clark (Grinnell '18) who is National Secretary of the Sigma Delta Chi. Mr. Clark is Editor and Manager of the magazine. Mr. Wengert's new address is 408 Olive Street, St. Louis, Missouri.

S. J. McNally (Iowa '21) has severed his connections with the Des Moines Register, and is now on the editorial staff of the Waterloo Evening Courier, Waterloo, Iowa.



Arthur H. Brayton (Wisconsin '14) Editor of the Merchants Trade Journal, Des Moines, has returned to his home office following three weeks traveling in the southeastern states, where he delivered a series of addresses for the Chamber of Commerce and organizations of retail merchants.

Lawrence R. Goldberg (Columbia chapter), is a reporter for the New York World.

Gordon N. Havens (Columbia chapter) covers Columbia sports for the Brooklyn Eagle, the Philadelphia Bulletin, the New York Telegram-Mail, the Associated Press and the Columbia University Alumni News.

William Dwight (Columbia chapter) is New York correspondent for the Holyoke (Mass.) Transcript. He served as special staff correspondent for that paper at the trial of Gerald Chapman in Hartford.

Clinton E. Metz (Columbia chapter) is associate editor and Historian of Columbian, the annual of Columbia University, and editor-in-chief of Theta Xi fraternity publication.

Elliott V. Bell (Columbia chapter) is a columnist on Spectator, Columbia University daily.

Daniel R. Maue (Columbia chapter) has had a half-page story published in the New York World on ex-Senator William A. Clark and his famous art collection.

C. E. Rogers (Oklahoma '14), who for several years has been associate professor of industrial journalism in Kansas State Agricultural college, has been appointed acting head of the department during the absence of Prof. N. A. Crawford (Kansas State Associate), who was recently appointed director of information and press service of the department of agriculture in Washington, D. C.

Clyde E. Muchmore (Oklahoma Associate), editor and owner of the Ponca City News, attended the annual meeting of the Associated Press directors in New York City in April. He went in the capacity of president of the Associated Press newspapers of Oklahoma.

C. Armor Guy (Oklahoma), who is now editor of the Lubbock (Tex.) Plains Journal, addressed the Panhandle Press Association, which met in Amarillo, April 10 and 11. "The Value of Local News" was the subject of his talk.

Martin Cunningham (Oklahoma), editor of the Watonga Herald, did some special court reporting in Tulsa recently for the International News Service.

Harrington Wimberly (Oklahoma '24), who since his graduation has been connected with the Altus Times-

Democrat, is now editor and advertising manager of the Cordell Beacon.

Ellis Braden Cannon (Oklahoma) is now reporting for the Tulsa (Okla.) World.

Neil Williams (Oklahoma '20), for five years a member of the Daily Oklahoman staff, is now with the Oil and Gas Journal, Tulsa.

Charles G. Ross (Missouri Associate) has been elected to the executive board of the Overseas Writers, a group of Washington correspondents who have served in foreign countries. Mr. Ross is correspondent for the St. Louis Post-Dispatch.

Charles O. Puffer (Kansas) has left the Topeka State Journal to join the advertising department of the Kansas City Journal-Post.

Nelson A. Crawford (Kansas State Associate) is now director of information in the United States Department of Agriculture, having taken this position May 1 as a result of an appointment by Secretary Jardine. Until his appointment, Mr. Crawford was on the faculty at Kansas State Agricultural College, being in charge of the department of industrial journalism and printing. Mr. Crawford is a graduate of the University of Iowa and received his M.A. degree at the University of Kansas.

F. M. Russell (Iowa State '19), who was formerly in charge of the press service of the department of agriculture, has been advanced to the position of assistant to the secretary.

T. I. Irwin (Sanford '23) is editor of the Tulare Daily Advance.

H. J. Borba (Stanford '22) is editor of the South San Francisco Enterprise.

C. F. Prior (Stanford '22) is editor of the Burlingame (Calif.) Daily Advance.

Andrew R. Boone (Stanford '24) is doing special freelance work for NEA service and other national syndicates in addition to directing Stanford publicity. In March he married Miss Edythe Bayliss of Los Angeles, a member of Chi Omega sorority at Stanford.

Carl Shoup (Stanford '24), who was chapter president last year, is engaged in newspaper work in New York preparatory to taking graduate studies at Harvard.

Chase S. Osborn, Sr., (Michigan Associate) was chosen by Brentano's Book Chat to be the subject of an interesting life sketch in its January-February issue of this year. The sketch about Mr. Chase is the first of a series of articles about prominent authors that will be carried in Book Chat.

# Pick-ups From the Newspaper Profession

## The Crime Ogre

Six days before its fifteen-day experiment was scheduled to end, the Fayetteville (N. C.) Observer because of the adverse criticisms it was receiving from subscribers and advertisers, was forced to discontinue its temporary policy of printing no crime news and go back to the former practice of giving crime stories whatever display they merited.

Publishers of The Observer report that a large number of readers threatened to cancel their subscriptions and several advertisers threatened to discontinue their publicity unless crime news was returned to the paper. In summing up the results of his experiment, Will E. Hayes, editor of The Observer, makes this succinct observation:

"The Observer's test has shown conclusively that the people must be educated away from crime news before newspapers will be able to eliminate it and survive."

The Des Moines Register, which is experimenting with crime news to the extent of segregating it on an inside page, was entering its third week of the experiment when The Quill went to press. Hundreds of letters were being received daily either commending or condemning the policy of the paper but the majority seem to favor the plan of segregating crime news. Resolutions by various civic organizations have been passed complimenting The Register on its policy. The publishers were undecided whether or not to make experiment a permanent feature.

In a Page One Survey of newspapers conducted by the Wharton School of Finance and Commerce of the University of Pennsylvania, "crime news" was shown to constitute a relatively small proportion of front page space in the average newspaper. The survey reveals the fact that constructive and educational news is receiving an increasingly large amount of space.

Those conducting this survey state that there is absolutely no foundation for the widespread belief that modern newspapers are featuring an over-abundance of crime news at the expense of other news. Although "crime" was applied in its very broadest sense, this survey shows that the average front page space given to criminal news was only 22.5 per cent.

## The "Current Events Bee"

A contest that merits the attention of newspaper men because of its value in increasing newspaper readers, is the Current Events Bee held annually by The Brooklyn Daily Eagle which has just completed its tenth annual event.

Conducted in a manner similar to the old-fashioned spelling bee, the current events bee calls for answers to questions on matters that have been covered in the newspapers during the past year. The event this year was held in the high school auditorium and was at-

tended by hundreds of parents and friends of the high school students entered.

A special feature of the Daily Eagle contest this year was a radio current events bee given a week after the high school student contest. In the former event, questions were announced over the radio and answers had to be mailed to the Daily Eagle office. Prizes were given in both contests.

The Daily Eagle announces that, upon request, it will supply copies of the questions asked in both current events bees as well as a copy of the rules governing the contests.

## For Service Rendered

Another interesting and worthwhile newspaper contest in which, however, newspapers are the contestants instead of sponsors of the contest, is the First Annual Community Service Contest being held by the Wisconsin Press Association.

Honors in this contest will go to the newspapers that have been of greatest service to their respective communities. Prizes will be awarded at the association meeting in February, 1926.

## The Michigan Journalist

A novel scheme of publication has been negotiated by journalism students of the University of Michigan for their recently established newspaper, The Michigan Journalist. Arrangements have been completed whereby newspaper plants throughout the state will take turns printing the publication free of charge.

The Michigan Journalist, according to its initial announcement, was started because of the existing belief that "there is room and perhaps need for an organ which will frankly arouse discussion on important campus issues." The Michigan Journalist does not intend to compete with other campus publications but will merely afford a sort of laboratory in which students in journalism can get practical newspaper training to supplement the theories obtained in the classroom. This has been impossible in the past, it is alleged.

Credit for the establishment of The Journalist is given Wesley H. Maurer, graduate of the School of Journalism of the University of Missouri and at the present time instructor in journalism at the University of Michigan.

## Newspaper Practice Flayed

The practice of picking out the most picturesque or sensational elements of a speech and featuring them in a news story at the expense of more important and more fundamental factors of a speech, was scored by Congressman George B. Churchill of Massachusetts, in a lecture recently.

According to Congressman Churchill, reporters "grab out one or two of the highlights and fail to follow the



train of thought in a speech." He believes that a newspaper report of a speech should follow closely if not exactly the order of the speech as delivered.

The congressman's reasoning sounds logical for such publications as the Congressional Record—but everyone knows that the Congressional Record isn't read even by congressmen themselves.

#### Cooper Is Advanced

Newspapermen will be interested in knowing that the only change in the official family of the Associated Press association as a result of the recent election, is the advancement of Kent Cooper to the position of general manager. Mr. Cooper, who has been with the Associated Press for a number of years, takes the place vacated by Frederick Roy Martin.

#### Newspapers Protected

Do you know that twelve states in the Union have laws making it illegal to issue libelous or false information to newspapers?

Editor and Publisher in a recent number advises its readers that the states of Florida, Maine, Minnesota, Montana, Nevada, New Jersey, New York, North Carolina, North Dakota, Ohio, Utah and Virginia have such legislation.

The various rulings are similar and run somewhat as follows:

"Any person who knowingly and wilfully states, delivers or transmits by any means whatsoever to any manager, editor, publisher, reporter or other employe of a publisher of a newspaper, magazine, publication, periodical or serial, any false and untrue statement concerning any person or corporation with intent that the same shall be published, is guilty of misdemeanor."

#### Eliminates Journalism

As the result of action taken by Governor Miriam A. Ferguson of Texas, the school of journalism of the University of Texas will be closed after June 1. The school has an enrollment of more than 100 students.

#### Don't "Jazz-Up" Facts

When a financial story is turned in that seems worth front page display, newspapers frequently "jazz up" the facts unnecessarily in their efforts to make the story of general interest, according to Kenneth C. Hogate, managing editor of the Wall Street Journal, who spoke recently to the members of the Columbia chapter on opportunities in financial writing.

Mr. Hogate contended that news of finance and business could be made attractive to the average reader without the coloring of the facts now prevalent. A straightforward presentation of the facts is interesting, he said, if the writer has had sufficient background and training to pick out the essentials and tell of the move-

ments in finance and business which will affect future conditions in those fields.

There are few writers who have this ability, Mr. Hogate said, stressing the fact that the financial field is comparatively uncrowded and the opportunity for development great. He pointed out that the experienced financial writer had a distinct advantage over the general news reporter in security of position and salary prospects.

#### Newspaper Requirements

Speaking before the Louisiana chapter of Sigma Delta Chi recently, Charles P. Manship, editor of the Baton Rouge State-Times and an associate member of the Louisiana chapter, outlined the duties of the newspaper reporter, as he sees them.

"First of all, when you get into the newspaper game, you have to appreciate what a newspaper is," advised Mr. Manship. "You must realize that the very life blood of a newspaper is its news. The one person to consider in building the newspaper is the man who pays ten or fifteen cents a week for the paper. You have to build your paper with the idea of entertaining, informing and interesting him. If you build on any other foundation you are predestined to failure.

"To accomplish success you have to tell the news first, tell it fairly, impartially interestingly. Be kindly and considerate in the telling of news. Tell it so it will hurt no one's feelings, if it is possible to avoid this."

Continuing in this vein, Mr. Manship said that every newspaper editor is faced some time or other with a choice between printing the news and hurting some one's feelings or suppressing the news and thus gaining a reputation for unreliability. In such a case, he advised that the newspaper should always choose to print the news, to print it fairly and in as kindly a manner as possible.

"This is the only way you can get reader confidence," said the speaker. "And reader confidence is essential to a newspaper's success. The great outstanding successes of the newspaper world are the papers that print all the news."

Mr. Manship concluded his informal talk by urging speed in reporting, accuracy, the development of a news sense, persistence, and "digging" in finding news and running down a story.

#### The Licensed Reporter

The first step toward licensing persons who write the nation's news—a movement now being discussed with the view to limiting the newspaper profession to men and women of high ideals and necessary qualifications—is being taken by Professor Lawrence W. Murphy, in charge of journalism instruction at the University of Illinois. With the view to establishing the merits of the licensing system, Prof. Murphy has planned an examination for all students in advanced journalism at Illinois.

The test outlined by the professor consists of a two-day quiz. The first day of the examination will cover

such subjects as rhetoric, American and comparative literature, reporting, copyreading, headline writing, history and ethics of journalism and editorial writing. The second day will be taken up with a general examination on American, English and continental history, American government and politics, principles of economics, social problems and general information.

#### Wisconsin Plans Reunion

A grand anniversary celebration in honor of the completion of twenty years of service on the part of the school of journalism at the University of Wisconsin, has been planned by a committee of Wisconsin alumni in New York, Chicago, Detroit, Minneapolis, Milwaukee and Madison, working in conjunction with Prof. Willard G. Bleyer, founder and director of the school.

Special features for the occasion include an alumni picnic, press band, banquet and an exhibit of the work done by journalism students at Wisconsin. The date for the reunion has been set for commencement week, June 19-21.

Initial instruction in journalism was given at Wisconsin by Professor Bleyer in the fall of 1905, the work serving as a supplementary course in the English department. Thirty-five students were enrolled in this news writing class. Other classwork was gradually added until in 1909 the classes were organized into the present four-year course in journalism. In 1914 this course became an independent department. At the present time Wisconsin offers twenty journalism subjects and has in its school of journalism an enrollment of 350 students.

Chairmen in charge of the reunion are Franklin E. Bump, Jr., general chairman of arrangements, assisted by Herbert Brockhausen, Kenneth E. Olson, publicity; Prof. Grant M. Hyde, registration; Miss Marjorie Daly, picnic; Mary Bridgman Irwin of the Wisconsin State Journal, banquet; Prof. W. G. Bleyer, permanent organization, and J. H. Coe, finance.

### Circulation via the Editorial Department

(Continued from Page Nine)

newspaper must use its best judgment in determining the degree of attention given to its sporting page; its book page; its movie page; its children's page; its financial page, and so on down the list.

As mentioned earlier, one of the three reasons for reading a newspaper is to obtain education. The psychology of the average newspaper reader is such that he is very chary of taking any of his education straight, so it is practically always necessary to combine education with entertainment in any newspaper feature which is to be a real success from the point of view of the circulation department. Among the features mentioned above, there is only one which is an exception to this rule. The Columbia Home Study Courses furnished the exception which proves the rule, and were it not for the simplicity

and clearness of these articles and the value of them to a limited number of people, The Daily News would not have felt justified in devoting the amount of space necessary to their publication.

The average reader is thoroughly appreciative of the value of educational newspaper articles in the abstract, but he will seldom if ever make the effort to assimilate instruction which is not sweetened with a generous flavor of entertainment. Given that quality of entertainment in his reading matter, however, it is the experience of The Chicago Daily News that the average reader will not only be glad to absorb an educational feature, but his gratitude for the service rendered is sure to reflect in the long run in the circulation figures.

It is impossible in the scope of the present article to offer much of a concrete suggestion which will be of immediate value to any other newspaper; each publication has its own particular problems to meet which are different from those of anyone else. Perhaps one of the hardest tasks a publisher faces is the task of keeping informed as to what opinion the average reader really has of his paper. A newspaper like The Daily News, with a circulation of well over 400,000, must accumulate a tremendous number of comments from a tremendous number of its readers, present and prospective, before it can form an adequate opinion of what the public wants in the way of a paper. A day or two ago the managing editor felt well rewarded for the heart-searching which had preceded his selection of the current serial story, when he received in the mail the following letter from a reader:

"I read The Daily News and the ———, and wish to tell you of the real enjoyment afforded in your most excellent story features.

"Surely a lively contrast to the flat, insipid, lifeless, plotless series run by the ———.

"Eloquent living action, every line and all the way, and giving so intensely interesting a view of the persons and characters of the old times and countries depicted.

"They are certainly always a real treat, to be looked forward to, and the one now on is a most notable example. The motif throughout is wonderful. I am hoping it will run for a good long time, and when it does conclude I can think of nothing so desirable than to have another by Sabatini right at hand to take its place."

But, alas, the mellow glow which pervaded his frame after reading this testimonial was rapidly dissipated by the letter he next read:

"To the Editor who selects the Serial Story for The Daily News:

"Dear Sir: Will you please notice the enclosed clipping from your paper, and observe there is not one story by Sabatini in the entire list. I have no doubt there are many like myself sick as can be of Sabatini's preposterous yarns. Will you kindly, for a change, give us something else?"



## In the Service of the Nation and the News

(Continued from Page Six)

their sultan and leader, Abdel-Krim, who has administered a series of defeats to the armed forces of Spain; the extensive interviews by Edward Price Bell with the leading statesmen of Europe—the premiers of France, Italy, Germany and Great Britain—and certain important investigations by Bell and Mowrer, the results of which have not yet been published, serve to indicate the exceptional quality of The Daily News Foreign Service. There are always special achievements under way, and the fruits of these achievements in not a few instances rank as permanent contributions to the history of the world's progress. Some of the volumes made up of articles written for its columns by members of its staff of foreign correspondents have won secure places on the library shelves of students of world events—for example, "Balkanized Europe" and "Our Foreign Affairs," by Paul Scott Mowrer; "Russia Before Dawn," by Frederick A. Mackenzie, and "Immortal Italy," by Edgar Ansel Mowrer.

If in this article I have succeeded in making it clear that the purpose of The Daily News in maintaining its staff of foreign correspondents is broadly constructive from the point of view of public service, I have accomplished my main purpose. Looking back over more than a quarter of a century of constant effort to mirror the events of the world in the columns of a daily newspaper, I am impressed by the many and great risks voluntarily taken by correspondents in their work of gathering important news at first hand. In the early days of its foreign service a correspondent of The Daily News, Charles Crosby, was killed by a Spanish sharpshooter as he was riding at the side of General Gomez, the Cuban insurgent leader. The Daily News dispatch boat, lying off Santiago harbor on a certain fateful day, was the first vessel fired upon when Cervera's ships steamed out and got themselves sunk by American war vessels. Correspondent Chamberlin steamed abreast of the running fight and saw the Spanish ships go down, disregarding the Spanish shells that came his way. Correspondent Coltman went through the siege of the foreign embassies in Peking at the time of the Boxer uprising and sent out the first news from the besieged in a dispatch carried through the Boxer firing line to Tientsin hidden in the bottom of a Chinese beggar's rice bowl. Correspondent Bass, in the front trenches with the Russian army, was wounded by German shrapnel. Correspondent Swing, on a Turkish transport in the Sea of Marmora, went down with the ship when it was torpedoed by a British submarine and was pulled out by a British sailor when he came to the surface. Dare-devil trips on an Italian submarine in the Adriatic enabled Correspondent Decker to participate in some of the desperate raids on Austrian warships off Pola and Trieste. The recital might be continued almost indefinitely, including incidents illustrat-

ing the risks run by correspondents in dealing with highly explosive Latin-American politics and statecraft.

The orchestral effects produced by a complement of correspondents covering the events of the world day by day are most curious. First one and then another strikes the dominant note. A crisis in a government of western Europe; a struggle between two war lords in China that threatens to involve the western powers; an airplane flight to the pole; a fascist convulsion in Italy; a monarchist epileptic fit in Germany; a shrilling of trumpets in the Balkans—thus goes the weird composition with constant change, and yet with an effect of "woven harmony" due mainly to the reader's interest in all the different chords of that tempestuous hymn to human aspiration.

Meanwhile the world continues to grow smaller as the agencies of communication increase in number and effectiveness. American capital is going abroad in enormous quantities—a perfect torrent of gold—to assist in placing foreign governments and foreign industries on a basis that holds out a promise of assured solvency. With every widely distributed foreign loan, with every increase in peace time exports of American manufactured articles, there is a growth of American interest in foreign news. This newly aroused interest is different from the interest felt by foreign born residents of this country, who originally were the chief consumers of foreign news, since it is an interest that calculates, measures and analyzes wholly from the American point of view. It must have the benefit of intelligent and conscientiously applied American observation that, reflected in the cabled news from foreign capitals and commercial centers, will serve as a reliable foundation for enlightened opinion. Thus it becomes increasingly important that foreign news in American newspapers shall be accurate and that it shall be accompanied, when occasion demands, by interpretative comment reflecting the sound American point of view.

## Editorial Practices of a Metropolitan Daily

(Continued from Page Four)

European capital is quite as apt to secure the coveted position as the local political or traction article, unless developments in the latter justify playing it to the front. But this does not mean that local news is neglected. It must always be the basic consideration of a newspaper which circulates in a given environment. But measured by modern standards it is not always of sufficient importance, even in the eyes of those chiefly interested in it, to warrant a first page position as against stories which have superior claims to public attention.

On the make-up of a newspaper depends in a large degree its success. In its make-up the watchword of The Daily News is and always has been "sanity." It does not go braying and ballyhooing inanities and trivialities across the wastes of time. Its streamers and display heads are conservative and judiciously applied. Some concessions, of course, have to be made to the pre-

vailing tendencies of an age which likes to see its advertisements writ large, but there is never an approach to extremes. It does not resort to the flamboyant in drawing public notice to its wares. These must sell on their merits and uniform excellence is in the end their best recommendation.

The make-up of *The Daily News* has always proved singularly attractive to discerning people. Its typographical appearance is the result of many years of careful observation and thought and the aesthetic susceptibilities of the reader are never shocked by injudicious innovations or violent contrasts. The display heads are graded to indicate the relative worth of the articles they are intended to epitomize; that is, if they are double-slugged and placed in the first or eighth column of the first page, that is a general hint to the reader that they are for some reason regarded by the editor as being at least a shade more important than those which are single-slugged and placed in the inside columns. Sometimes, especially when judgment as to value is difficult, this differentiation may represent merely the private emotional reaction of the make-up editor to the stories under consideration, a reaction which would take another trend in another mind equally competent to judge. But in the long run, say in the course of a month or a year, it will be found that a large majority of the stories which are the more conspicuously headed are those which expert opinion would decide deserved the distinction on their merits.

As regards the placing of news in the modern newspaper, there is a growing tendency toward homogeneity. This is a logical outcome of the increasing demand for systematization and the conservation of the reader's energies. In the past newspapers were often made up, as the phrase goes, "with a pitchfork," that is, articles and items were thrown in helter skelter, without much pretense at grouping them. But with the increase of "departments" in the newspaper it became necessary, as far as possible, to place stories of like character together, so that the reader could find them with the least possible expenditure of time.

Conditions on the average morning paper are, as a rule, more favorable to such an arrangement of news than on its afternoon contemporary, yet it may be said without fear of contradiction that on *The Daily News* the classification of stories has reached a high degree of perfection to which few or no morning newspapers can lay claim. And this applies not only to the stories themselves, but also to the advertising which deals with the departments to which they belong. Radio articles and radio advertising are to be found together, movie news with movie advertising, financial ads with the news of the markets, real estate with its appropriate advertising, and so on. There is, of course, a natural limit to such grouping, because much advertising is of a character which does not lend itself to strict classification, or rather, much of it can be classified indifferently under various headings, and the same is true of various types of news. And it

is obvious also that much news comes in so late that it must be thrown together without regard to its character if the pages are to go to press on time. But in the main, news and special articles seek their appropriate advertising to an extent that would have been impossible in the less flexible newspaper of yesteryear.

Yet even on the late news pages the assembling of articles of similar character is accomplished to an amazing degree. Such foreign news in *The Daily News* as does not demand first page position is to be found almost invariably on page 2, and an earnest effort is made, subject, of course, to the limitations of space and time, to place together political and legislative matter and such other articles of like character as readily lend themselves to this kind of treatment.

But in all this the value of variety is never lost sight of, and the monotony of the pages is relieved as far as possible by a judicious mixture of the grave and gay, the heavy and light, the lively and severe.

As in the case of its daily working policy, *The Daily News*' "Dos" and "Don'ts" for the guidance of its writers are largely unwritten. But they are none the less existent and in force because unseen. Its regulations are based from beginning to end upon common sense and good taste. Occasionally, of course, some lapse from the straight path calls forth a specific ruling, but in the main the reporter is trusted to exercise his judgment unhampered by a multitude of cautions and restrictions constantly paraded before his eyes.

Such basal rules as *The Daily News* is impelled to enforce in the interest of newspaper and reader alike are invariably reasonable. They are never, by any chance, whimsical or arbitrary. Much is left to the reporter's sense of fairness and propriety, and seldom or never is the trust abused.

The policy of encouraging individual initiative on the part of reporters and correspondents has had a remarkable result. It has given to *The Daily News* the distinction of having fostered and developed the talents of more literary celebrities and writers of national and international distinction than any other newspaper in America. From the days of Eugene Field, George Ade, Finley Peter Dunne, Ray Stannard Baker and George Harvey there has gone forth from its halls a steady stream of brilliant authors and thinkers who have won fame, fortune and the plaudits of the world for distinguished work in their chosen fields. All of them served their apprenticeship in reportorial or special work on *The Daily News*, and the files of this newspaper hold untold treasures in the shape of signed or unsigned articles written by these active and irrepressible geniuses in the days when they were first trying their wings, articles which the curious investigators of some future generation may bring to light with painstaking care, as the literary delvers of the present search out some forgotten poem of Keats or Browning, or sketch or story by De Maupassant or Poe.

The reporters of *The Daily News* are given free rein to utter the best that is in them, subject, of course, to



the rule which forbids editorial comment in the news columns. Such a restriction works no hardship upon the real creative faculties of the writer. His imaginative and descriptive powers are still unfettered, and the rule itself is flexible enough to permit the harmless play of individual opinion in matters which have no bearing upon those convictions which the newspaper generally reserves for treatment in its editorial columns.

While the bulk of ordinary local and telegraph news is anonymous, articles by expert reporters and correspondents in various fields are frequently signed. Many of these writers specialize in their respective departments and their names carry corresponding weight and are in a sense a guarantee that the facts and figures they give are the result of skilled research and intelligent and often exhaustive investigation.

The departments of The Daily News are legion and they are coördinated without the inconvenience and confusion incident to overlapping. The limits of their activities are clearly and sharply defined and a definite amount of space is allotted to each, which remains constant unless some unusual demand dictates a temporary increase, or the natural growth of a department makes a permanent increase imperative if the necessary news is to be printed. A certain amount of space is also reserved for syndicated matter, such as fiction, comic strips and cartoons, columns of humor, various series of articles on business subjects, travel and exploration, historical documents and the like, and this space varies with the amount of such articles awaiting publication. The Daily News, like other representative journals, is at once a newspaper and something more, namely a repository of the rich and complex history of the times, reflecting in its pages day by day and week by week the multitudinous activities and characteristics of an evolving civilization and pointing the way to a higher development of human powers and opportunities "in the crowning day that's coming by and by."

The Daily News, as we have seen, has a policy, well-defined ideals and criteria of conduct, and a set of guiding rules which make for harmony and coöperation, but these are so formulated as to leave room for healthy growth and salutary change in conformity with the spirit of the age. It has also, it may be mentioned, a style book, which is likewise subject to alteration whenever the higher interests of the institution demand improvements and amendment. It enjoins upon the staff the use of virile, flexible and intelligible English and points out the hidden pitfalls into which the heedless and unwary may fall, and it lays down those broad and general rules which preserve the modern newspaper from the gaucheries, solecisms and barbarisms which offend the eye and the taste of the sophisticated reader. But beyond this it does not go, and as the habit of using the King's English correctly and gracefully becomes second-nature, the slovenliness and carelessness are instinctively avoided, the style book retires to the reference shelves to be consulted only when some dispute on typographical usage needs settlement in the interest of a happy uniformity.

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